

Rep Order# 9803226 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 54523

Printed: 10/24/2012 8:12 AM
Last Received: 10/23/2012 8:52 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1566
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINES 8-29. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
				Sales Remark: V9 1X OK								
				V7 Comment Changed, Spots/week Changed								
				V9 Comment Changed, Spots/week Changed								
	*29	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$650.00	10/24-10/24	0	0	0	\$0.00	
				Sales Remark: V9 1X NA								
				V9 Comment Changed, Spots/week Changed								
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
				V7 Added								

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00

Sales Totals: 28 / \$38,925.00

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Station Totals: 28 / \$38,925.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPO 23%
		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

Books null
Demos RA35+

Rep Order# 9803226 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 54523

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--- REMARKS ---

pls see lines 28 & 29

spot out on 10/24 not 10/23

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	0	0	0	\$0.00	
				Station Remark: V8 spot on 10/23 will air it's spot on 10/24 that is out on line 29.								
				V7 Comment Changed, Spots/week Changed								
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
				V7 Added								
	*29	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
				Station Remark: V8 spot on 10/24 is out not 10/23 same mg 5-530a ncir w/o 10/22								

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00

Nov 12: 3 / \$5,000.00

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Sales Totals: 28 / \$38,925.00

Station Totals: 28 / \$38,925.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null
Demos RA35+

Rep Order# 9803226 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 54523

Printed: 10/23/2012 3:19 PM
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--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 28 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
				Sales Remark: V7 MKGD								
				V7 Added								

---REPORT TOTALS---

Report Totals: 1 / \$650.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00
Sales Totals: 28 / \$38,925.00
Station Totals: 28 / \$38,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPO 23%
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9803226 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 54523

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--- REMARKS ---

pls see line 28 mg for this week

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
		Station Remark: V6 1x na 10/24 no time mg wed-fri 5-530a w/o 10/22 ncir										

---REPORT TOTALS---

Report Totals: 1 / \$650.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00

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Market Totals	\$139,018	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
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Salesperson () ALEXANDRA BRADLEY
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Salesperson FAX# 202-955-5348

Connell II, Jim

From: ahoff@local12.com
Sent: Monday, October 22, 2012 2:34 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Priorities USA Action - 54523

Station: WKRC-TV

Order Information:

Order #: 54523
Order Total: \$38,925.00
Agency: Mundy Katowitz Media
Advertiser: Priorities USA Action
Product: PRIORITIES USA ACTIO
Alternate Order #: 09803226
Estimate #: 1566
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

28

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (54523-24-1):

Rate: \$650.00
Air Date: Wed 10/24/12
Eligible Days: --W-----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

ix. Wed-Fri 5-6:30
w/ 10/22 NM

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54523												
Line: 1												
10/23/12	Tuesday	14:36 AM	:30	\$725.00	PRATV15a	Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$725.00								
Line: 2												
10/24/12	Wednesday	13:44 AM	1:00	\$1,450.00	PRATV15a	Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$1,450.00								
Line: 4												
10/25/12	Thursday	14:23 AM	:30	\$850.00	SWEEP:5a	Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$850.00								
Line: 6												
10/26/12	Friday	05:41 AM	1:00	\$2,000.00	6a	Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$2,000.00								
Line: 7												
10/23/12	Tuesday	05:06 AM	:30	\$1,000.00	PRATV16a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$1,000.00								
Line: 8												
10/25/12	Thursday	05:52 AM	1:00	\$2,000.00	6a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$2,000.00								
Line: 11												
10/26/12	Friday	05:55 AM	1:00	\$1,400.00	CBS This Morning		(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$1,400.00								
Line: 13												
10/23/12	Tuesday	07:55:23 AM	:30	\$700.00	PRATV1	CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$700.00								
Line: 14												
10/25/12	Thursday	07:58:56 AM	:30	\$700.00	CBS This Morning		(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$700.00								
Line: 15												
10/24/12	Wednesday	07:19:00 AM	1:00	\$1,400.00	PRATV1	CBS This Morning	(8:00:00 AM-8:30:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$1,400.00								
Line: 17												
10/23/12	Tuesday	08:43:25 AM	:30	\$700.00	PRATV1	CBS This Morning	(8:30:00 AM-9:00:00 AM)	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$700.00								
Line: 18												
10/25/12	Thursday	10:15:25 AM	1:00	\$900.00	M-F 10a-11a		10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1566	P-2		1	MWASH
				\$900.00								
Line: 20												
10/25/12	Thursday	12:03:27 PM	1:00	\$3,200.00	Local 12 News at Noon		12:00 PM-12:30 PM	PRIORITIES USA ACTIO 1566	P-1		1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54523												
Line: 20												
				\$3,200.00							1	
Line: 23												
10/23/12	Tuesday	2:59:12 PM	:30	\$650.00	PRATV1	The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$650.00							1	
Line: 25												
10/29/12	Monday	1:05:36 PM	:30	\$1,500.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 P		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,500.00							1	
Line: 26												
10/25/12	Thursday	5:28:10 PM	:30	\$1,600.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,600.00							1	
Line: 27												
10/29/12	Monday	5:35:41 PM	:30	\$1,800.00		5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$1,800.00							1	
Line: 28												
10/26/12	Friday	5:27:41 PM	:30	\$2,000.00		6p Local 12 News at Six 6:00 PM-6:30 PM		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,000.00							1	
Line: 29												
10/25/12	Thursday	7:43:22 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTIO 1566		P-3	1	MWASH
				\$1,400.00							1	
Line: 30												
10/23/12	Tuesday	11:30:10 PM	:30	\$2,500.00	PRATV1	11p M-Su Local 12 New 11:00 PM-11:35 PM		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,500.00							1	
Line: 31												
10/25/12	Thursday	11:34:00 PM	1:00	\$5,000.00		11p M-F Local 12 News 11:00 PM-11:35 PM		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$5,000.00							1	
Line: 32												
10/24/12	Wednesday	11:58:30 PM	:30	\$850.00	PRATV1	Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$850.00							1	
Line: 34												
10/29/12	Monday	11:46:30 PM	1:00	\$1,700.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,700.00							1	
Line: 35												
10/24/12	Wednesday	12:00:40 XM	:30	\$350.00	PRATV1	Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	
Line: 36												
10/24/12	Wednesday	1:46:03 XM	1:00	\$500.00	PRATV1	430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$500.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 54523

Line: 38

10/27/12	Saturday	7:06:18 AM	:30	\$700.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$700.00							1	

Line: 39

10/27/12	Saturday	7:57:56 AM	:30	\$700.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-
				\$700.00							1	

Line: 41

10/26/12	Friday	5:06:42 AM	:30	\$650.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-
				\$650.00							1	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	

[Filtered by:] [Sorted by: Station]